

State of California

State of Israel



MEMORANDUM OF  
UNDERSTANDING



State of California

State of Israel

MEMORANDUM OF UNDERSTANDING BETWEEN  
THE STATE OF CALIFORNIA, UNITED STATES OF AMERICA,  
AND  
THE STATE OF ISRAEL  
MINISTRY OF TOURISM

# MEMORANDUM OF UNDERSTANDING BETWEEN THE STATE OF CALIFORNIA, UNITED STATES OF AMERICA AND THE OF MINISTRY OF TOURISM, THE STATE OF ISRAEL

The State of California, United States, and the State of Israel in order to strengthen the cordial relations that exist between them, hereby agree to this Memorandum of Understanding:

California and Israel recognize the importance of bilateral cooperation to create positive environments for the development and implementation of strategies that will increase the exchange of information in areas such as tourism and also encourage reciprocal visits and events that will encourage the development of a positive climate that will foster the interaction among entrepreneurs and tourism related business enterprises that might promote tourism to California and to Israel.

## PURPOSE

This memorandum of understanding established between the State of California and the State of Israel is intended to promote an understanding of shared values between California and Israel and encourage and increase tourism between Israel and California.

## OBJECTIVES

The following objectives form the basis for the cooperation between California and Israel:

- To increase the exchange of information related to tourism industries between academic institutions to reinforce and expand the ties of friendship and cooperation between California and Israel.
- To develop, coordinate, support and maintain joint activities between the California Travel and Tourism Commission and the Israeli Ministry of Tourism.

Specifically, the State of California and the State of Israel agree to undertake the following initiatives pursuant to the signing of this memorandum of understanding:

- To explore opportunities for the tourism industries in Israel and California in order to encourage and to increase tourism between Israel and California
- To promote Israel and California mutually as travel and tourism destinations;

This memorandum of understanding is not intended to create any legal binding action between the Parties.

Signed in \_\_\_\_\_, this \_\_\_\_ of \_\_\_\_\_ of 2006U

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Arnold Schwarzenegger  
Governor of the State of California  
United States of America

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Isaac Herzog  
Minister of Tourism  
State of Israel